|  |  |  |
| --- | --- | --- |
| ***Film devices*** | ***Were describe*** | ***How is it persuasive*** |
| Lighting | The lighting is dull blue/green colour. | it makes you believe that the setting is a boring place where nothing happens so that when the panda comes along the audience is shocked. |
| Editing/ Camera | The camera starts off with a broad view of the aisle, displaying all the products which happen to be the product being marketed “Panda Cheese | This focuses on the product and also gives the viewer information about all of the whole range of cheese and the different products available.  **Re-enforcing the product.** |
| Sound | Slow music with a jazz vocalist. | the theme of the music is totally unrelated to the actual purpose of the ad, this adds a lot of humour to the ad and makes the viewer pay closer attention to what is happening in the commercial. |
| Setting | A dull, average supermarket. |  |
| Costume | Panda costume: the costume is realistic but easy to tell that the panda is fake; this adds the humour of the commercial. |  |
|  |  |  |
|  |  |  |

Task 1

**Task 2.**

Who is the target audience of your ad?

Age:

Gender:

Soclo ecumenical status:

Lifestyle and interests:

**Task 3**

What is the purpose of the ad?

The purpose of the ad is to persuade people from fear by saying if you say no to panda cheese something bad might happen to them

**Task 4**

What emotions/ values does your ad appeal to?

To make the audience feel scared that if they don’t get the cheese the panda will get you. It also adds humour because the people are doing their everyday life then a panda comes and destroys their things.